Final Report

V-89-06-0330
4-H "Learn and Earn" Project

Funded by
The Agriculture Development Fund

A Saskatchewan 4-H "Learn & Earn" Project

V-89-06-0330

Conducted by the

Saskatchewan 4-H Council
Saskatchewan 4-H Office
University of Saskatchewan
SASKATOON, Saskatchewan
S7N 0W0

Funded by

The Agriculture Development Fund

A SASKATCHEWAN 4-H "LEARN & EARN" PROJECT

ADF - V-89-06-0330

FINAL REPORT

The objective of the project was to develop a set of 4-H materials (member's manual, record book and leader's guide) that will improve the business and entrepreneurial skills of 4-H members.

The materials were to be available to 4-H clubs by September 1990.

In order to fulfil the project objectives, the Saskatchewan 4-H Council:

- gathered materials from other 4-H and youth business development programs in North America
- hired a writer, Patricia Katz of The Organizers, to:
  - review and analyze collected resource materials
  - provide a detailed format and outline
  - develop the content of project materials inclusive of artwork
  - edit, revise, proofread and layout to camera-ready stage
- provided office support services as required by the project
- managed the final printing of manuals

The final draft of materials was to be completed and ready for printing by July 30, 1990 and printed by August 31, 1990.

The anticipated date of completion as per agreement between Deb Hauer and Wayne Gosselin was on target. We now have the completed printed project materials (three manuals enclosed).

Learn and Earn has received a number of inquiries and considerable interest from leaders throughout Saskatchewan. We are looking forward to the project materials being much in demand.

For copies of manuals, please contact the 4-H Council.

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Formal Outline of the Project

LEARN TO EARN
LEADER'S GUIDE

Note: *Indicates a specific skill. A brief description of the steps involved in performing that skill will be included in the section where it appears.

PART ONE - INTRODUCTION

Goals & purpose of the project.
Summary of steps involved.
Alternative ways of using the project materials.

PART TWO - RESEARCH

Business - What's It All About?
Personal impressions about business and business people.
Collect opinions & information from business people themselves.
*Interview Skills
*Reporting Format (Highlights & Surprises, Concerns, Lessons Learned)

The Entrepreneur
Characteristics of Successful Entrepreneurs
Self Analysis
*Journal Keeping

Generating The Business Idea
Collect Information
- Personal Skills and Interests
- Group Strengths
- Community Needs

Translate data, trends and needs into business ideas
Product and Service Ideas
*Mapping technique

Selecting A Business Opportunity

Narrow the choices

Evaluate top two or three business opportunities

Select business for the project

*Market Survey Techniques

*Evaluation Techniques (positive, negative, interesting)

PART THREE - PLANNING

The Basics

- Name and Logo
- Structure
- Tax Status
- Brief Description of Product or Service
- Target Market Description
- Goals

*Goal Setting

Marketing Plan - The Details

- Product/Service
- Price
- Place
- Promotion (Publicity, Selling Techniques, Advertising)

Financial Plan

- Develop A Budget
- Arrange Necessary Financial Backing
- Make Profit/Loss Decisions

Management Plan

- Divide and assign responsibilities
- Develop Job Descriptions

Operations Plan

- Schedule Business Activities and Deadlines
- Make plans for controlling activities

Presentation & Review of Business Plan

Pinpoint problem areas

*Presentation/Communication Skills

PART FOUR - ACTION

Record Keeping Systems

- Finances
- Inventory
- Information
- Customers
- Decisions

*Record Keeping Skills

Action & Monitoring

- Business Activities
- Reports on Progress
- Troubleshooting

*Meeting Skills

*Problem Solving Skills

PART FIVE - WIND-UP

Year End Report & Close

- Summarize operations and financial report.
- Disburse funds
- Evaluate Business Success
- Evaluate Individual Learning (strengths, weaknesses, preferences)

PART SIX - RESOURCES

- Project Teaching Outline for 10 group meetings
- Legal Forms For A Business
- Outside Resources About Business in Saskatchewan

LEARN TO EARN
MEMBER'S MANUAL

PART ONE - INTRODUCTION

Goals & purpose of the project.
Summary of steps involved.
Alternative ways of using the project materials.

PART TWO - RESEARCH

Business - What's It All About?
Personal impressions about business and business people.
Collect opinions & information from business people themselves.

The Entrepreneur
Characteristics of Successful Entrepreneurs
Self Analysis

Generating The Business Idea
Collect Information
- Personal Skills and Interests
- Group Strengths
- Community Needs

Translate data, trends and needs into business ideas
Product and Service Ideas

Selecting A Business Opportunity
Narrow the choices
Evaluate top two or three business opportunities
Select business for the project

PART THREE - PLANNING

The Basics

- Name and Logo
- Structure
- Tax Status
- Brief Description of Product or Service
- Target Market Description
- Goals

Marketing Plan - The Details

- Product/Service
- Price
- Place
- Promotion (Publicity, Selling Techniques, Advertising)

Financial Plan

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PART FIVE - WIND-UP

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LEARN TO EARN
RECORD BOOK

PART ONE - INTRODUCTION

Personal Goals

PART TWO - RESEARCH

Business - What's It All About?
Business Impressions questionnaire
Interview Questionnaire
Reporting Format

The Entrepreneur
Self-Analysis Checklist
Personal Strengths & Weaknesses

Generating The Business Idea
Analysis Forms
- Personal Skills and Interests
- Group Strengths
- Community Needs

Selecting A Business Opportunity
Business Analysis Forms

PART THREE - PLANNING

The Basics
Business Plan outline including: Name and Logo, Structure, Tax Status, Brief Description of Product or Service, Target Market Description, and Goals.

Marketing Plan - The Details
- Pricing Worksheets
- Promotion Worksheets (Publicity, Selling Techniques, Advertising)

Financial Plan

Budget Outline

Management Plan

Job Assignment Sheet

Worksheets for departments (Production, Sales, Distribution,

Operations Plan

Master Calendar

Presentation & Review of Business Plan

PART FOUR - ACTION

Record Keeping Systems

Journal Pages - Cash receipts and disbursements

Sales Receipt

Receiving Log - Supplies

Inventory Control Card

Action & Monitoring

Meeting Agenda Form

Business Progress Chart

Financial Statements

PART FIVE - WIND-UP

Year End Report & Close

Annual Report Form

Financial Summary

Evaluation Summary (the business, your own learning)